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# Earl E. May's

NOV 25 1929



OFFICIAL OF AGRICULTURE

## ADVANCE SALE FALL & WINTER 1929

### My Rainbow DARWIN TULIPS

100  
Bulbs  
only

**\$2.75** Post-  
paid

I know you all want  
tulips. Wonderful colors.  
long stemmed, giant Dar-  
wins are favorites.  
Plant them now to bloom  
next spring. All gorgeous,  
rich colors in this Rainbow  
Darwin Mixture.

Here I Save You  
\$10 to \$15

100% Wool  
Overcoat **\$14.85** Post-  
Value Paid

What I wanted was Style and Quality  
at the right price, and here it is. This coat  
is built to wear. It's strong and warm and  
well tailored. Good warm, serviceable lining.  
Three-button, double breasted coat.  
Choose gray, tan, blue, brown, plaid  
or stripes. Give your chest  
measurement. Sizes 34  
to 46. I guarantee  
wear and your  
money's worth.

### KMA Jumbo Heavy-Duty "B" BATTERIES More Battery Power per Dollar **\$5** For 2 Deliv- ered

Put these big Jumbo Batteries on your  
radio. They work better, last longer and  
cost less. Come to you good and fresh so  
that you get 100% service.  
I guarantee them to give you more serv-  
ice for your money than any other serv-  
Battery on the market today. To you know  
what I think of them. \$2.75 Each.  
2 Delivered for \$3.00.  
3 Delivered for \$7.50.



**EARL E. MAY  
SEED & NURSERY CO.  
SHENANDOAH, IA.**



RY CO.

LAH,IA,

This is  
Polly and  
Sarah, my  
thorough-  
bred Ayr-  
shire heif-  
ers.

#### DEAR FRIENDS:

Here is my fall catalog. It carries a very complete line of the items you have heard me talk about over the radio. Many of you possibly, haven't tuned in this summer, so I am sending you this catalog.

I hope you will select the things you need for fall and winter use now. I can give you prompt service, since we carry complete stocks right here, you know, and are now in position to serve you better than ever. Yes, I pay the postage on most items—always.

I know you have all been busy this spring and summer, but come to see me this fall. Make KMA your headquarters. You will enjoy a little trip away from home; but if you can't come, drop me a line anyway and keep tuned in on KMA.

With best wishes and kindest regards to all of you, I am,

Sincerely yours,

*Earl May*  
**Greatest Bargains  
of the Year ~  
My new Mayola,  
Ladies Coats  
~ Dried Fruit**



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# DAINTY NEW LONG-SLEEVED House Dresses Vat-Dyed

**2 for \$2.78** Post-paid

**3 for \$3.98** Post-paid

Mr. but it is wonderful to be able to sell such dresses. They certainly are popular—and no wonder, with such attractive styles and such splendid fast-color patterns. It keeps us and the factory busy supplying the demand for these long-sleeved, vat-dyed dresses. You will like them, too. You know, vat-dyed fabrics are real fast-color. I guarantee they won't fade, no matter how much you wear and wash them. I'll give you a new one if any one does. Either in Print or Gingham, these come in a variety of new patterns and make most serviceable dresses for Fall and Winter.

## Short-Sleeved Vat-Dyed Dresses, too

You will want some comfortable short-sleeved styles in these same attractive vat-dyed dresses, also. Just tell me your size and favorite colors, and I'll send them, postpaid, for

**\$1.19** each

**3 for \$2.98**

Buy for the Whole Family and Save Money

**Combination  
OFFER**

Choose five wash dresses including any colors and sizes for yourself and children. I'll pick out ones that will suit you and send them postpaid, at

**5 for \$6.49**

## CHILDREN'S SCHOOL DRESSES

"Frances May" Fast Color Washable Frocks

**2 for \$2.78** Postpaid

**3 for \$3.98** Postpaid

These are mighty nice little school dresses—attractive new patterns and all well made of high grade fast color materials.

Yes, you can have these dresses with long sleeves, just like Mother's, too, and you can have fine batistes, prints, broadcloth, or percales, with trimmings of smocking, embroidery, pleats and rucks.

Sizes 1 to 7 with bloomers; 8 to 14 straightline. Colors—pink, blue, rose, maize, green, and orchid. Remember, these dresses will not fade. It doesn't pay to sew when you can get such well made dresses for such wonderful prices.

The same dresses in short sleeves, \$1.19—3 for \$2.98 postpaid.



Short Sleeved,  
**\$1.19, 3 for \$2.98**

Postpaid

## "DIXIE GIRLS" HOSE

A Real Bargain in Quality at

**2 pairs \$1.29** for

**3 pairs \$1.79** Post-paid for

For wonderful wearing quality, nothing can compare with "Dixie Girls" strong silk-and-rayon hose. Rayon gives them strength and wearing quality and, with the new process, looks like beautiful heavy silk. Silk from top to toe. Sizes—8 1/2 to 10. State size and color.

Choice of  
Colors:

Wrought: Iron, Light Gun Metal, Dore Grey, Misty Morn, Skin Pearl, Blush, Boulevard, Beach Tan, French Nude, Mirage, Pastel Parchment.



FREE with order for 3 pairs of hose, a pure linen KMA handkerchief with fine hemstitched edge.

### Cocoon Hose

**2 pairs \$1.95**

3 pairs for \$2.85 Postpaid

A beautiful dress-up hose, silk from top to toe, semi-fashioned. Guaranteed 9-strand pure silk. Close fitting ankle and new pointed heel. Same colors as Dixie Girls Hose. FREE—Linen handkerchief with each order.

### KMA Air Queen

**1 pair \$1.59**

**2 pairs \$2.98**

3 pairs \$4.25, Postpaid.

Regular \$2.00 full-fashioned sheer service chiffon hose. Silk to top with special reinforcements at heel, toe and top.

## SALE OF WOMEN'S NEW TWEED

# RAIN COATS

Similar to Coats Selling  
for \$10 to \$15

**\$5.95** Postpaid

Sizes 16 to 44.

Colors—Blue, Light Gray  
or Dark Gray

Here is the latest in raincoats—so different from ordinary raincoats. In fact, they look like a dressy fall coat, yet are absolutely rain proof and shed water. Wear one in rain or shine—you are sure to look well dressed.

Coat cut roomy and comfortable, with the Raglan sleeve for additional comfort. All around belt, ring trimmed; band around sleeve, ring trimmed. Buttons up snugly around throat; two large patch pockets with an inner slit, so you may reach underneath to unbutton it.



# Dainty Rayon Lingerie

The recent developments in the manufacture of rayon material have produced a fabric of sheer beauty and splendid wearing quality, and made possible these beautiful underwear items at wonderful low prices. These are really very beautiful garments and so exceedingly serviceable.

## Guarantee

We guarantee these garments not to fade or shrink. They are dainty and yet will wear and wear. You'll be more than pleased; if not, you can always send them back to me.

A Very Special Value, This, in Women's

## Rayon Night Gowns

**\$1.95 2 for \$3.89** Prices Postpaid

We have selected only the choicest rayons and have had them knitted into these perfect garments. The rare beauty in coloring, the lustrous sheen of silk, the extremely fine close weave make these unusually attractive. Round or V neck; in flesh, peach and Nile colored rayon, with contrasting color trimmings. They can be laundered without loss of luster. Sizes 15, 16 and 17. State size and color wanted.

**RAYON PAJAMAS, \$2.80**  
Beautiful Styles and Colors, . . . POSTPAID

LUSTROUS  
HEAVY  
KNITTED

**RAYON  
SLIPS**

**\$1.75**  
POSTPAID

Good quality knitted rayon slip made with self material shoulder straps and shadow-proof hem. Colors—pink, peach, Nile, tan, white, navy and black. Sizes—32 to 42.

## Women's Rayon-Twill Sport Satin Slips

High luster rayon-twill sport satin slip. A good serviceable garment for all-around wear. Colors—pink, peach, Nile, rose, tan, white, blue and black. Sizes—32 to 42. Sale price, postpaid, each ..... **\$1.75**

## Women's Fine Flannelette Night Gowns

**\$1.69**

**3 for \$4.95**  
POSTPAID

We are offering you a real bargain in this button front flannelette night gown, made of fine quality, striped material. The seams are double needle sewn; double yoke with neat hemstitching and finished with French knots. The cuffs are also neatly hemstitched. This gown is made of two full widths of thirty-six inch material, making it a very roomy garment. The price is very low for this wonderful value.

The jacket with black panel in front is applied with pieces of contrasting color rayon. Trousers have elastic waist band. Round neck, popular slip-over styles. Colors—peach, pink, Nile and rose. Sizes—15, 16 and 17. Be sure to state size and color.

A Special Feature  
of this Sale—

## Rayon Bandeau and Bloomer Combinations

**Each \$1.75 POST-PAID**

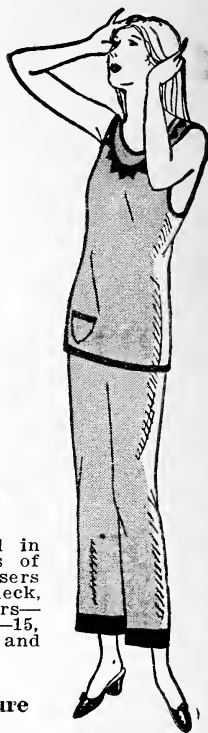
This garment is scientifically constructed to insure proper fit. The bandeau is of double fabric. The knee is finished with a short ruffled cuff and single elastic; the leg is split up the side and fastens with snaps. The perfect fit of these garments gives to your figure that foundation which means so much to the well dressed woman. The lustrous sheen of the silk-like rayon, the fine tailoring, the reinforcing at the proper places, appeal to careful buyers.

Colors—pink, peach and Nile.  
Sizes—32 to 40  
bust measure.  
Be sure to state size and color.

## Rayon Bloomers

**\$1.05 POST-PAID**

These bloomers are cut full size, made with an elastic at the waist and short ruffled cuff and single elastic at knee. Specially constructed gusset of double thickness. Lengths—23, 25 and 27 inches. Colors—peach, pink and Nile.





# Highest Prices *Guaranteed* for Your Furs

*by Earl E. May's Fur Receiving Service*

Send All of Your Raw Furs to Me. I Will Sell Them for You.

The grading will be done by expert graders. I will promptly mail you a check for the highest offer. Such offer will be top market value at the time the furs are received. Your furs will be held with your name until you have had time to receive the check. If for any reason you don't think the price is the fairest and squarest you could receive anywhere, you may return the check and I will send your identical furs back with express or postage paid both ways. You take no risk under my up-to-the-minute fur selling plan.

## Ship Me Your Furs *by Express* *or Parcel Post ~or Bring them in!*

Dear Friends:

For a long time folks have been asking me to handle furs for them. I have never done it before because I could not get the deal I wanted. Now I have been able to make arrangements with large fur outlets, who are responsible

and reliable—so that I can get you absolutely the best prices obtainable. Ship your furs to me and I will show you what I can do for you.

I don't intend to make any profit on the fur business—just a small charge, which will be paid by the buyers to cover the cost of handling. This service goes with a desire to show my customers how much I appreciate the confidence and support they have given me. Just to back up these statements and to insure you complete satisfaction on every fur transaction, I have originated the plan whereby you will actually have your check in hand before your furs are released. I have described this plan at the top of the page. Read my offer and see if you don't think it is an absolute guarantee of satisfaction.

One other thing before I close. If you live in Iowa and ship your furs out of the State to be sold, remember that you must send to the State fish and game department for special permit tags. If you ship to me there will be no such difficulty.

Don't forget to tune in on KMA this Winter for up-to-the-minute news of the fur market.

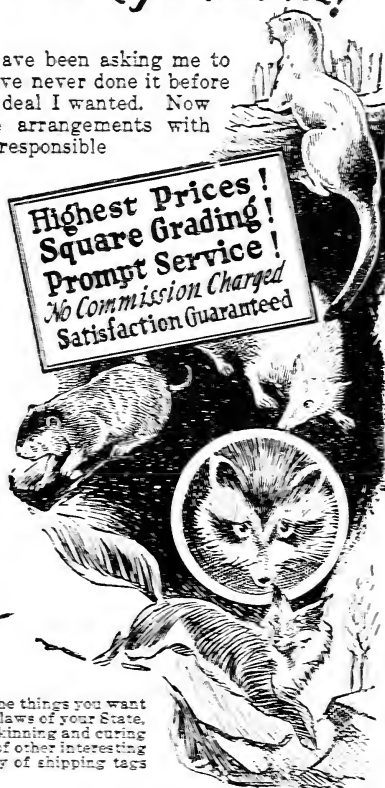
**Write for Free Booklet  
and a Supply of Shipping  
Tags**



"On the Fur Trail" tells you all the things you want to know about trapping: the game laws of your State, habits of native fur-bearing animals, methods of skinning and curing pelts, various kinds and grades of fur and a host of other interesting information. With the booklet I enclose a supply of shipping tags designed to save you time and trouble. It's free!

*Earl E. May*

**Highest Prices!  
Square Grading!  
Prompt Service!  
No Commission Charged  
Satisfaction Guaranteed**



Order now and take advantage of the splendid values I offer in this book.

**Now  
I save  
You \$10 to \$15**



**Remember**—I guarantee you satisfaction on these coats or your money back.

# Announcing Men's New OVERCOATS

*All-Wool, Conservative Models and the  
Snappier Styles as well—for Fall*

**Sizes  
34 to 46**

**\$14.85**  
Postpaid

**New Fall  
Shades**

Once again my tremendous buying power and my plan of placing big orders with factories during off seasons, brings you real savings on new ALL WOOL Overcoats.

Here's a beautifully tailored all-wool coat. Hand felled collar; reinforced bellows pockets; front seams bellows faced; all seams piped, too—that means non-ravel seams. Serviceable lining.

Conservative three button, double breasted coats in gray, tan, blue, brown, plaids and stripes. Also latest snappy styles in this same quality for younger men. If you want 1930 style, combined with long wear, here it is.

Sizes 34 to 46.—Tell me your chest measurement, and the style and color you want.

*My Heaviest All-Wool  
Fall and Winter*

**Overcoat**

**\$17.85**  
Postpaid

This is a coat I am certainly proud to sell—the best I've seen below \$25. Much heavier and warmer all wool coat than the one above, but costs only \$3.00 more—although well worth \$10 more. Same styles and colors as in my \$14.85 coat. I guarantee you'll be more than pleased.



## Leatherette Raincoats

*Fair Weather Top Coat or  
Rainy Day Protection*

**\$6.49**  
Postpaid

Any man who wants a raincoat for service or dress wear will appreciate this black leatherette coat. It is cut full and roomy; has two side pockets with flaps to keep out the rain; all-around belt; and large turn-up collar which buttons up well around neck. Not only a raincoat, but also a topcoat, as it has heavy suede moleskin lining. Guaranteed not to check, peel or crack. Cannot be equaled anywhere in quality, service or price. Sizes 34 to 50.

*Write for my Big Farm Seed Book—out in December.*



**ONLY**  
**\$18<sup>50</sup>**  
Postpaid

# FOR MY GUARANTEED All Wool Suits

Guaranteed all wool. Perfect fit, too. Just be sure you measure like I tell you; and we'll do the rest. Give the best fit you ever had in a suit.

**How They're Made**—I had the factory make this suit the best they knew how. I made them put in the same materials and do just as first class tailoring as in \$40 suits made for other firms—and the way they did it. I'm proud to wear one of these suits myself.

## ALL THE FEATURES OF A FORTY DOLLAR SUIT

Hand-filled collars—Haircloth front, which keeps lapels in shape—Can't-sag reinforced pockets—Smooth padded shoulders—Alpaca piped seams that can't ravel—Half-lined coat, using genuine alpaca. Yes, the trousers have a wide cuff, but we can leave it off for you, if you wish.

Two or three-button coat, with peaked and notched lapels. I can send you this suit of either fine quality twist, hard finished worsted, or unfinished worsted. Solid colors, stripes or plaids.

**Colors and Sizes**—Your choice of blue, tan, gray, or brown in plain colors, stripes, or plaids, with 1 pair pants. **\$18.50**  
Sizes 34 to 46. Postpaid.....

Gives You  
**Style, Fit,  
Quality,  
Tailoring**  
in a Genuine  
All-Wool Suit

**Solid Colors  
Stripes and  
Plaids--**

Yes, I can also—  
supply this suit with  
two pairs of pants at  
very little more—

**2 Pants Suit**

**\$21.95 Postpaid**

Same as my \$18.50 suit  
exactly.



### It's Easy to Order My Suits

When ordering, give me your chest measurement. Place tape all around your body, over your vest, close up under arms. Do not pull tape too tight and do not let it slip down in back. **Waist measurement**—just above your hips, over the trousers. **Inseam length**—tape placed close up in crotch, and measure down to desired length.

For cuff bottom trousers, inseam should be a little shorter than for plain bottom.

Tell me age, height and weight. I have a full line to fit everyone—regular, tall, short or stout. Whatever your build, I have a KMA suit to fit you.

## MEN---I Know You'll Like My Dress-Up Shirts

The Equal of Any \$2 Shirt  
**NOW \$1<sup>65</sup> Each**  
**ONLY** Postpaid  
**THREE FOR \$4.65**

Lots of style in this shirt and more wear than I ever saw in a dress shirt before. Made of best broadcloth, madras, French Flannel, silk striped broadcloth, and silk striped Madras. All pre-shrunk and wool dyed. Best grade pearl buttons, too.

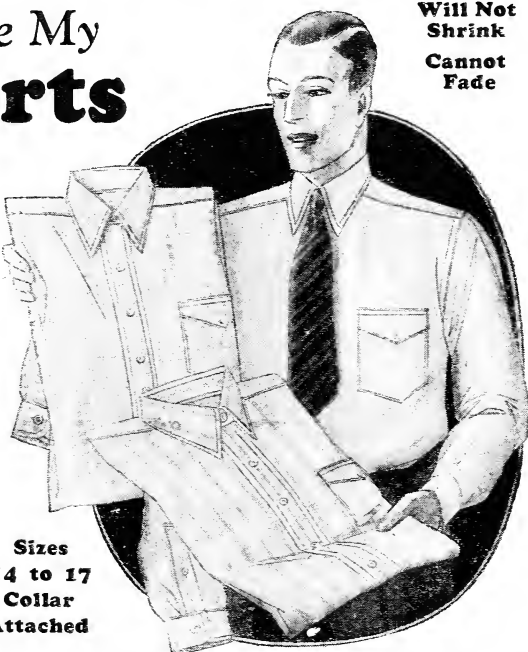
**Absolutely guaranteed not to shrink or fade.** They will not shrink or fade. I'll give you a new shirt for any of these that does. Best quality pearl buttons.

**I Wear These Shirts Myself  
So I Know They're Good**

I know these shirts fit well, look well and are equal to a \$2.00 shirt. Just write me an order for three and see these amazing values in shirts for yourself. Sizes 14 to 17, collar attached. Give size, material, and color wanted. Postpaid .....

**\$1<sup>65</sup> 3 For \$4<sup>65</sup>**

**Sizes  
14 to 17  
Collar  
Attached**



**Will Not  
Shrink  
Cannot  
Fade**

*My low prices on everything mean real Farm Relief.*

# Men—Here's Amazing Value in My Sheep-Lined Coats

The Kind Most Stores Sell for \$12.00 to \$15.00

**SIZES**  
36 - 48  
in. Chest  
**\$8<sup>35</sup>**  
Post-paid

**SIZES**  
50 - 54  
in. Chest  
**\$9<sup>95</sup>**  
Post-paid

This is a coat such as is sold only in the best stores throughout the country. Made of the finest grade heavy, 10 ounce green Moleskin, that wears like iron; lined with first quality Lawrence unclipped sheep pelts, which are unusually thick, soft and warm. Full 36 inch length; double breasted style, extra full and roomy; big, oversize arm holes; oversize beaverized sheepskin collar, 6 in. wide. Snug-fitting, soft knitted wristlets; pocket corners reinforced with leather to prevent ripping and tearing; armholes reinforced with heavy cloth.

**HERE'S MY PROPOSITION**—Compare this coat with any sold elsewhere at any price and if I am not saving you money, or if you are not perfectly satisfied, you can send it back for a full refund.

## Look At These Features:—

10 oz. Moleskin. Best Sheep Pelts. Full 36 in. Length. 6 in. Sheep Collar. Oversize Arm Holes. Leather Pocket Corners. Built for Long Wear.

## My Guarantee

I guarantee the lining in this coat to be genuine, specially selected good quality sheepskins.

I guarantee the material to be heavy weight moleskin and the workmanship to be equal to that in coats sold elsewhere for more money.

If after receiving and thoroughly inspecting this coat you are not entirely satisfied, return the coat and I will promptly refund your money.

*Earl E. May*



## New and Different BLUE CORDUROY Sheep-lined Coat

Special Price  
in this  
Sale..... **\$9<sup>85</sup>**

This is the finest quality double breasted corduroy coat I could buy for you. Made of Crompton narrow wale cord, with strong, fleece-lined sleeves, 100% wool knitted wristlets and 6 inch beaverized collar. Full 36 in. length, lined with best sheep pelts. Has two large pockets with flaps, two muff pockets and belt all around. You save \$4 to \$6 on this.

Men's Sizes, 36 to 48... \$9.85  
Large Sizes, 50 to 56... 10.85  
Boys' Sizes, 10-18 yrs... 6.95

Prices Postpaid

## My Mayworth MOLESKIN

### Sheep-lined Coat

Equal of  
any \$8.50 **\$6<sup>65</sup>**  
Coats.....

Postpaid

Good warm weight, drab brown Moleskin, full 36 in. long, with 5½ in. beaverized collar; lined with regular run of good sheep pelts. A serviceable coat to give you lots of wear. You'll get \$10 or more worth of wear out of it. Has leather reinforced pocket corners, stay-put buttons, and strengthened arm holes.

Men's, 36 to 46..... \$6.65  
Men's, 48 to 52..... 7.25  
Boys', 6 to 10 years..... 4.95  
Boys', 12 to 18 years..... 5.85

Prices Postpaid.

## Buy Winter Underwear Now at Savings

Warm, comfortable, flat knit winter garments, with snug fitting, fine-ribbed cuffs on wrist and ankle. Long sleeves, ankle length; full cut—longer from shoulder to crotch, to prevent binding and chafing. Wide lapped, one-button seat; all seams flat locked. Underwear to withstand long wear, and protect the wearer from the cold and wind of winter.

	Postpaid
Sizes 36 to 46.	
Medium Weight, —Fleece-lined .....	<b>2 for 2.98</b>
Medium Weight —Not Fleece .....	<b>2 for 2.59</b>
Heavy Weight —Not Fleece .....	<b>2 for 2.89</b>

You cannot find better coats than these anywhere at these low prices.

# The World's Greatest Farm Shoe



## My "BULL DOG"—a Bull Dog for Wear

**\$3.45**

Postpaid

Genuine  
Cordovan

Genuine Tan Cordovan horsehide uppers of barnyard-acid-resisting leather, double nailed and sewed soles; plain toe Blucher style. Sizes 6 to 12, wide width.

### They're Comfortable and They Wear

My work shoes are as soft and as comfortable as a house slipper. They look well, too; many use them for dress shoes. And they wear like iron. They are built for service, strength and endurance. Made of genuine Cordovan horsehide and best materials throughout, by master shoemakers. They give more service than any other shoe at anything like my price.

"Bull Dog, Jr." Boy's toe blucher work shoe just like Dad's. **\$2.95** wears as long. Sizes 2½ to 5½. Postpaid, pair.

## Broadcaster — for Style and Wear

Men's work or dress shoes; Munson army last; Goodyear Welt Steel Arch-Support. A shoe built for hard wear and long life. Uppers of genuine tan Cordovan horsehide, double tanned; full leather soles; no tacks used. Easy on feet. Built-in steel arch keeps your feet from getting tired. Double reinforced tip toe means more wear. Rubber heels. Sizes 6 to 12, wide width. Postpaid, pair.....

**\$4.95**

## I've Cut Prices for this Sale on "FARM BELT" Overalls

Sizes 30 to 42 Heavy Denim  
Either High Back Style or Detachable Suspenders

**2 for \$2.98**

Postpaid

**3 for \$4.29**

All These Features: Strong, heavy denim; cut oversize; form-fitting; double lined suspenders won't twist; 2 seams each leg; all seams triple-stitched.

Ten Pockets—watch, pencil, flap, match pocket, plier and rule pockets; hammer loop; two big, double lined hip pockets and two front pockets, all double stitched and bar tacked.

### A New Pair If They Rip

If your pair rips, I'll send you a new pair FREE. Buttons too, are sewed on to stay.

## MY "FARM BELT" WARM JACKETS

Comfortable and Long-Wearing

**2 for \$2.98 3 for \$4.29**

Postpaid

Same heavy denim as in "Farm Belt" overalls; Raglan sleeves for comfort; 4 large, double-stitched pockets; adjustable collar and cuffs; detachable, non-rusting buttons. A serviceable, long-wearing, comfortable jacket. Sizes 36 to 44.

NOTE: Order an assortment of 2 or 3 "Farm Belt" garments any way you like, 1 overall and 1 jacket or two and one of either.

### Oversize Garments

Prices on size 44 to 50 Overalls and size 45 to 50 Jackets: 15c per garment more than price above.  
Size 52 and up 30c per garment more.

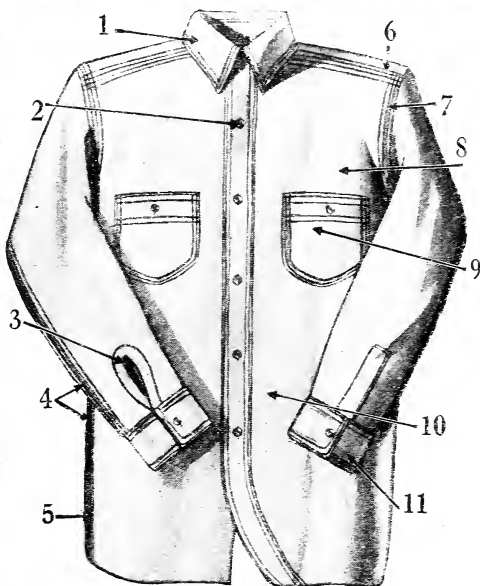
Yes—I Pay the Postage—Always

## BOYS' OVERALLS AND JACKETS

Like Dad's. Same quality and construction as men's overalls and jackets described above. Prices postpaid.

3 to 7 years **3 for \$2.65** 8 to 11 years **3 for \$2.90** 12 to 16 years **3 for \$3.65**

## MY ELEVEN POINT WORK SHIRT



### NOTE These Eleven Big Features:

- |                           |                        |
|---------------------------|------------------------|
| 1—Lined Collar            | 6—Double Yoke          |
| 2—Aluminum Buttons        | 7—Full Cut Armholes    |
| 3—One-Piece Sleeve Facing | 8—Oversize Body        |
| 4—Seams Triple Stitched   | 9—2 Large Pockets      |
| 5—Long Non-Rip Side Seam  | 10—Heavy Chambray      |
|                           | 11—Large, Lined Cuffs. |

Every man needs good work shirts. My Eleven-Point Chambray Shirt is the equal of shirts selling for a dollar or more in big stores. Made of strong, long-wearing, genuine Chambray, blue or gray, coat style, cut amply roomy for comfort. Triple stitched to make it stand real and long work use. Full 36 inches long.

Sizes 14½ to 17 in Blue or Gray. Prices, delivered:

**3 for \$2.98 6 for \$4.95**

Sizes 17½ to 20, Blue only, 3 for **\$2.74**

You men who trap furs—send me your pelts. See my proposition for you on page 5

# I am Proud of the Way Women Keep Ordering Eva Hopkins' Fine Beauty Preparations

Proving Satisfaction and Providing Beauty to Thousands

## Eva's Beneficial Creme Powder

This wonderful new Face Powder is a delight to use and a benefit to the health and beauty of the skin. It is a cake powder, easily applied with a dampened facial sponge—no waste nor chance of applying too heavily. Many have cleared their faces of pimples, blackheads and blemishes with its daily use. You'll like it. Postpaid, jar..... **\$1.00**

## Eva's Velvety Rouge Compact

The softest, most clinging rouge of all—just like velvet. Your favorite shade in neat 2½ in. purse size metal compact. Postpaid **\$1.00**  
**FREE**—Eva's \$1.00 Lipstick with Eva's Rouge Compact.

## Cleansing Creme—60c

Eva's Lemon or Shell Pink Cleansing Creme softens dry, harsh skin. Postpaid.

## EVA'S PERFUMES

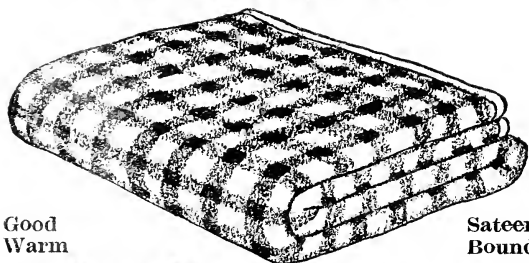
Mayfair Rose—True rose.  
Mignon Violet—Fresh-cut, tropical odor.  
Or-ca—A new Lilac.  
Fra-Ma—Delightful, favorite French odor. Postpaid..... **\$1.00**

Choice **\$1.00**

Postpaid **\$1.00**

I've Cut Prices Deep for These

## BLANKET BARGAINS



Good  
Warm

Sateen  
Bound

## Part Wool Blankets

Here's a beautiful part wool plaid blanket; soft, thick and warm. Sateen binding at ends. Long-wearing quality and a big value at this low price. Your choice of colors: blue, tan, apricot, green, or lavender.

66x80 in.  
Delivered **\$3.95**

70x80 in.  
Delivered **\$4.15**

## Fine Cotton Blankets

66x80 in. — Tan, Gray or Plaids

Unusually soft, good-looking cotton blankets, woven of finest spun yarns, with special napping process, for warmth and comfort. You should have several of these practical economical blankets for cold weather.

Size 66x80, in plain tan or gray, or tan plaid or gray plaid.

Plain  
colors, **\$2.35**

Fancy  
Plaids, **\$2.65**

A pair of blankets means two blankets in one continuous length. Opened up they measure twice the length stated.

## 100% Wool Blankets

100% virgin wool; worked into a serviceable texture making it unusually strong and warm. Finest, softest blankets of selected long-fibre, pure wool—fine-carded, and soft spun—4¼ lbs.; size 66x90 in. with 4 in. sateen binding. Plaids in blue, rose, lavender and green. Postpaid..... **\$8.75**

## Rich Navajo Blankets

For Couch, Camp, or Tents—A Practical Bargain. Colorful Indian designs; reversible pattern, ends turned and stitched.

Choice of dark blue with tan border, tan with red border, or tan with brown border. **\$2.85**  
Size 66x80 in., single. Postpaid.....

## K-M-A WAY HAIR REMOVER

A Pleasant and Safe Depilatory

A wonderful, safe and easy way to remove unsightly growth of hair. It leaves the skin smooth and white, dissolving the hair at the roots, without harming the skin. Best of all, it's odorless. Women have long wanted something like this especially since short sleeve dresses became popular.

Large 3½ oz. jar **\$1.00**  
Postpaid for.....

## USE MAY'S "SILKY"



## Hand Cleaner

Removes ALL the Dirt  
Quickly

Oil, tar, dirt, paint, or fruit stain—it makes no difference—my Silky Hand Cleaner will take it off, and leave your hands soft and clean.

"Silky" is a powdered cleaner composed of best ingredients absolutely harmless to any skin. My farmer friends, mechanics, and housewives say "Nothing better."

Large can equals six 25c cans of any other. Refillable sifter can inside. No waste. Money back guarantee.

Large **\$1.00 POST-PAID**  
Can

Cuts  
Greasy  
Dirt

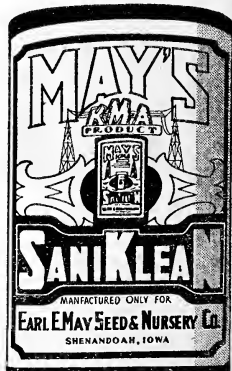
Housewives Like May's

## Saniklean

A new discovery in a Sanitary cleaner. Wonderful for cleaning cream separators, milk cans, bottles and all greasy utensils.

Lots of women use Saniklean for washing greasy overalls and jumpers. It is odorless—and how it works!

POST-PAID **\$1.00** per  
can



At last! A Mayola Radio designed specially for Farm Service—See page 20

# Jewelry You Can Buy with Confidence

Aside from the beauty, you want to know that the jewelry you buy is fully the value it should be. My strict money back guarantee and my experience in obtaining best values for you in this, as in all my other lines, is your best assurance. Many of you may have seen my new May Way Store but I wish all of you could see the Jewelry Department just now—with all the rich new values I've added. I can only hint at some of them on this page.

## My Special Men's Strap Wrist Watch \$14.95

**Luminous Hands and Dial** • Postpaid

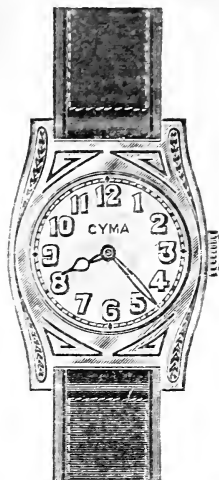
Something every man needs—and not a "cheap" one. The Cyma—any watchmaker will tell you how good it is, and accurate. Six-jewel movement in engraved chromium finish case. Will not tarnish. Movable lugs make it easy to change straps. Luminous face shows in dark. Price, delivered, \$14.95.

## Ladies' Wrist Watch \$11.95

**Dainty Small Size, Rectangular.** Postpaid

Here is a beautiful wrist watch, dainty, stylish, and yet absolutely accurate. The case is of white rolled gold plate in the newest, small size, rectangular design.

You can't find a prettier watch for the price—a good one. It has a jewelled movement and keeps good time. Every girl and woman wants one. Price, delivered, postpaid \$11.95.



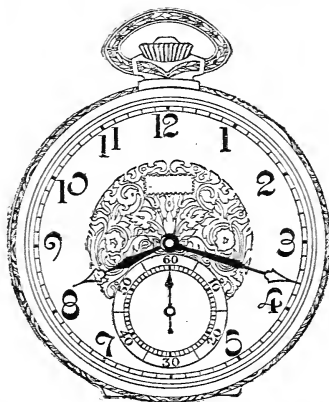
## DIAMONDS

I wish I could really show you the beauty of my newest additions to my line of Diamond Rings. Just the kind "She" will be proud to wear. Fine stones for birthday gifts, up to finer, larger Diamonds for the engagement ring. Wish I could show you, here, some of the beautiful basket and filigree mountings.

## Diamond Ring \$24.95

Postpaid

A beauty. Let me send you one. If you don't like it at once return it for full refund. Larger ones \$36.85 and up. Any price you want to pay.



## My Special Men's Pocket Watch

A \$10 Value **\$6.95**  
Postpaid, for.....

A wonderful watch for the money. Engraved nickled case, new popular pocket size and shape. Will give lots of service as it has jeweled works. Raised gold figures on white metal dial. A gift every boy, too, will be proud to own. Remember my guarantee, and write me if you want a watch, the best at whatever price.

## WATCH REPAIRING

All you have to do is send me your watch; we will check it over, and guarantee to repair it to stay in the best of condition for one year, at smallest cost—that is fair enough isn't it?



The Gem of All Wedding Rings

## Diamond Set Wedding Ring

One of the most beautiful rings in my store is this wedding ring set with three full cut diamonds. The engraved design is richly beautiful, in 18-K white gold. This is the newest style in wedding rings and this one is only..

**\$14.95**

Postpaid

## Floral Engraved 18-K Gold WEDDING RING \$4.00

Postpaid

If you prefer some other design we have a big selection. I can match any Wedding Ring with a diamond ring of like pattern. Other beautiful wedding rings at \$6.00 and \$9.00.



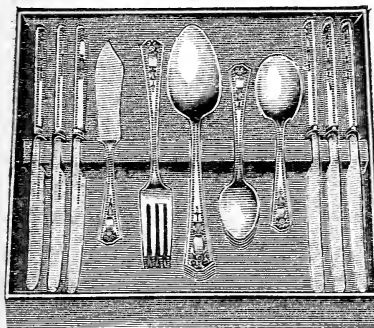
## 26-Piece Tableware Set

Attractive Pattern for Everyday Use

**\$5.75**

Delivered

Artistic pattern, 26-piece set of solid nickelware for real quality, and besides wearing well, it can be polished and it will always look nice. This is a full set of all needed pieces for everyday use. My price is only \$5.75 delivered. You must be pleased with it or you can send it back.



## Alarm Clock Special

Regular \$3 clock, **\$1.98**  
in colors, postpaid

Accurate time, and loud alarm. Your choice of red, blue, green or yellow finish. Postpaid.

## Reliable Alarm Clock, 98c

Small size in red, green or yellow. A Waterbury clock and a good one.

**MY GUARANTEE:** I guarantee all my jewelry against defects in material and workmanship for one year.

Christmas is not many months away — order your presents from this page while prices are low





MY  
GREATEST  
Fall Coat  
SALE

# FASHIONABLE CLOTH and FUR-TRIMMED COATS



Order  
No. 451  
**\$24<sup>50</sup>**



Order  
No. 459  
**\$22<sup>98</sup>**

Order  
No. 460  
**\$17<sup>95</sup>**

Order  
No. 450  
**\$14<sup>98</sup>**

Order  
No. 486  
**\$13<sup>95</sup>**

Order  
No. 487  
**\$10<sup>95</sup>**

Order  
No. 402  
**\$8<sup>95</sup>**

I WAS determined to make this offering the outstanding feature of my new Fall catalog. I want this to be, in a way, a tribute of my appreciation to the ladies among the friends of KMA. These coats are beautiful. You'll like them. These seven models were selected from many for the wonderful styles and materials they represent and yet at such remarkably low prices. I've worked a long time to get these for you. Every woman who has seen these Fall styles has exclaimed over them. They are all fine quality furs, fabrics and linings, and the prices are certainly right. These are all postpaid prices, too.

## Beautiful All Wool Ram's-head Suede Coat

Blue, Tan or Black **\$24<sup>50</sup>** Sizes 16 to 42

**No. 451**—An exact copy of a costly Paris model—a new rippling flare line. The collar draped high has a Queen Elizabeth effect, and deep cuffs, emphasize the note of style. Made of luxuriously soft, all-wool, ram's-head suede, in Blue, Tan, or Black; lined with heavy silk Satin de Chine. Sizes 16 to 42. (Tell me size and color you want) A stunning coat and surprising value.....Postpaid **\$24<sup>50</sup>**

## Caracul and Broadcloth

Blue, Tan or Black — Sizes 16 to 42

**No. 460**—I am proud to offer this value. It is one of the season's best styles and well worth more money. Made of exceptionally fine all-wool Blue, Tan or Black broadcloth, finely tailored, with inserts of reversed self material. Richly trimmed with caracul cloth, with shawl collar, Tuxedo front; and deep, pointed cuffs. Lined with fine Satin de Chine, and warmly interlined. Sizes 16 to 42. Postpaid, **\$17<sup>95</sup>**

## Fur Trimmed All Wool Broadcloth Coat

Tan or Black **\$22<sup>98</sup>** Sizes 20 to 38

**No. 459**—Everyone calls this coat a beauty. Rich, lustrous, Tan or Black broadcloth trimmed with Italian Lamb in a way to resemble fine fox fur, the design gives slender lines to the fuller figure. Straps of reversed self material, and tucks ending in silk arrowheads, all with finest tailoring give distinctive style to this coat. Brocaded Rayon lining is guaranteed for 2 years wear. Sizes 20 to 38, **\$22<sup>98</sup>** Special value .....Postpaid

Extra sizes 44½ to 54½, Postpaid, \$23.98.

## Fur Trimmed Chinchilla

Navy Blue—Sizes 16 to 42

**No. 450**—There is real wear and stylishness in this heavy, Navy Blue wool chinchilla coat. A wonderful school coat and smart enough for all occasions. Warm, plaid lining with satin sleeves and yoke. Shawl collar of lamb, dyed to Siberian skunk shade. Mannish patch pockets and leather belt. Sizes 16 to 42.....Postpaid, **\$14<sup>98</sup>**

## Fur Trimmed Bolivia

Tan, Black or Blue—Sizes 16 to 42

**No. 453**—Splendidly tailored, of lustrous Bolivia Blue; with soft Mandel fur collar and special cuffs. Trimmed with reversed self material, front and back, and lined with two-toned Rayon Brocade that is guaranteed for two seasons' wear. **\$13<sup>95</sup>** Sizes 16 to 42. Remarkable value. Postpaid,

## Fur Trimmed Wool Suede

Broadcloth Finish—Sizes 16 to 42

**No. 487**—Beautiful broadcloth-finished wool suede in Tan, Black, Grackle Blue, and Wine (deep) Red, with shawl collar or rich Mandel fur and cuffs set up well from sleeve edge. Rayon serge lining and interlining good for two seasons wear. Sizes 16 to 42. Worth much **\$10<sup>95</sup>** more than this sale price.....Postpaid,

Extra Sizes 44½ to 54½, postpaid, \$11.95.

## Smart Style for Daughter

A Warm Wool Suede School Coat

**No. 402**—A splendid value in good Broadcloth-finished wool suede, in Tan, Wine or Blue, with soft Mandel fur collar and cuffs. Tailored tucks finished with silk arrowheads, in front and back. Satin lining guaranteed for two years wear. Warmly interlined. **\$8<sup>95</sup>** Sizes 6 to 14. Unusual value. Postpaid,

I tried to get the best fashion artists I could find to show you what these coats look like, but no picture of them can begin to show their real beauty. The stylish lines, the rich colors, the softness of the fur trimming, and the care with which they are tailored, can only be seen and known when you put on the actual coat you order.

# CHOICEST CANNED VEGETABLES

*I can save you money on your canned goods*



## FRESH FROM the PACKERS

I offer you unusually low prices on my MAYSEED canned vegetables, due to the fact that I place orders for tremendous quantities direct with the canneries. Under my Mayseed Brand I offer but one quality—The Highest.



## Mayseed Brand Vegetables

### Early June Peas Sweet Corn

Small, Sifted,  
Mayseed Brand

**\$1.75**

Case of 12 Cans.  
24 Cans in Case, \$3.40  
F. O. B. Shenandoah.

No. 2 cans. Contents, 1 lb. 4 oz. They taste like fresh peas right from your own garden. Order several cases.



Finest Quality,  
Mayseed Brand.

**\$1.40**

Case of 12 Cans.  
24 cans in case, \$2.65  
F. O. B. Shenandoah.

No. 2 cans. Contents, 1 lb. 4 oz. Finest sweet corn on the market. Sweet, tender and with rich, milky juice.

## Red Kidney Beans

Finest Selected  
Mayseed Brand

**\$1.35**

Case of 12 Cans.  
24 Cans in Case, \$2.65  
F. O. B. Shenandoah

No. 2 enamel lined cans. Contents, 1 lb. 4 oz. Extra large mealy, dark red beans of unusual flavor.



## Pork and Beans

Large Western,  
Mayseed Brand

**\$1.35**

Case of 12 Cans.  
24 cans in case, \$2.65  
F. O. B. Shenandoah.

Contents 18 oz. Choice, plump hand picked beans, with piece of pork, baked in tomato sauce.



## May's Delicious Peanut Butter

*Rich in Flavor — Healthful — Nourishing*

5-Pound Can

**\$1.25**

Postpaid.

Children and grown-ups both like this tasty sandwich spread. Just the thing for school lunches. So many times it comes in handy to piece out a hasty meal. Nothing but the pure, natural oily meat of selected peanuts; fresh; in handy 5-pound cans. Just right amount to have on hand.

### FREIGHT PREPAID on Orders for 4 <sup>24</sup> Cases

Order your whole season's supply and save postage or freight charges. We will prepay the shipment of all orders for 4 or more cases of the 24-can size—your own assortment, 1 case of each, 4 of one kind, or any way. You can include one or more boxes of Dried Fruit (page 15) to make up the 4 or more cases on this Freight Prepaid offer.

**POSTAGE RATES:**  
On Less Than 4 Cases

Case of 12 Cans.....23c in Zone 2—40c in Zone 3  
Case of 24 Cans.....40c in Zone 2—74c in Zone 3

*There is good Radio weather ahead—Tune in on KMA.*

# CALIFORNIA DRIED FRUITS

## Fresh New Crop

\*Direct From the Sunny Slopes of California Orchards and Vineyards

I want every one of my friends to be sure to take advantage of these wonderful special offers. These fruits have all been personally selected, and packed especially for me. Just try them and if you don't find them better than you've ever eaten I will send your money back.

I pay freight on 4 boxes or more within 400 miles of Shenandoah. If you order 2 boxes of dried fruit and 2 or more large cases of canned goods I also pay freight.



## Earl E. May's Special Fresh Crop 25-POUND COMBINATION BOX CALIFORNIA DRIED FRUIT

*Five Favorite Varieties in Box*

7 lbs. Raisins    2 lbs. Figs    2 lbs. Peaches  
12 lbs. Prunes    2 lbs. Apricots

Two pounds more than last year's combination—at the same price. This fruit is all fresh and direct from California—this year's crop. The prunes are large size—40-50's, golden fleshed, the same high quality we have brought to you for the past three years. These fruits have all been personally selected and packed especially for me. We use them in our own home and I guarantee them to satisfy you. Postage 35c in Zone 2, 63c in Zone 3.

25 Lbs. Net

**\$3<sup>95</sup>**

F. O. B. Shenandoah

## Earl E. May's Finest Quality Thompson SEEDLESS RAISINS

25 Lbs. Net in Box

**\$2<sup>35</sup>**

F. O. B. Shenandoah

Fancy Quality California, Thompson Seedless Raisins. These raisins are rich in flavor, appetizing, healthful. New crop, direct from California. 25 lbs. net, in box, F. O. B. Shenandoah, Postage 35c in zone 2, 63c in zone 3.

## MAY'S APPETIZING FRESH ROASTED COFFEE

5-Lb. Bag **\$2<sup>40</sup>**  
Postpaid

10-Lb. Bag **\$4<sup>60</sup>**  
Postpaid

25-Lb. Bag **\$10<sup>95</sup>**  
Postpaid

### Mellow—Rich in Real Flavor

One thing we all like is good coffee. My coffee is roasted fresh. It goes farther so costs less.

Every order of my coffee is absolutely the same. It's deliciously flavored. That's why those who use it once keep coming back again and again. Folks that drink KMA Coffee at their neighbors always order too.

**My Personal Guarantee:** Send me an order for my coffee, and if it isn't as good or better than any coffee you ever tasted, regardless of price, I'll send your money back.

### THIS IS HOW USERS LIKE MAY'S COFFEE:

"Dear friend Earl: I was over to your studio last week and bought a pound of your coffee to try. It is the best coffee I ever tasted, and I have certainly tried a number of kinds—in fact, about all the kinds on the market, and there is none that comes up with yours. So I am ordering 10 pounds more; also 25 pounds of your splendid prunes."—Alec Pettingill, Hepburn, Iowa.

"Received our ten pounds of KMA Coffee and will say we like it beyond expression. No one would go wrong by serving KMA coffee as it sure is free from that rankness and bitterness that you find in many coffees at a much higher price. It is smooth and mellow and makes a delicious cup."—Mrs. A. M. West, 414 Fifth St., Ames, Iowa.



Packed in towel bags, lined with moisture-proof Kraft paper to retain its flavor.

# SUN FABRIC

Glass Substitute That Lets in Health-Giving Ultra-Violet Rays to Chickens in Brooder House—or Plants in Hot Beds or Cold Frames.

Comes in 30 and 36-inch widths, so it is easy to apply. Shears, tacks and a hammer are the only tools necessary. Apply May's Sun Fabric in slanting position so rain or snow can drain off and it will stand longer wear. It is a tough and durable material.

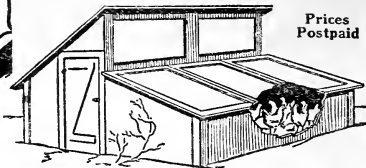
## TWO WIDTHS—Economical—Easy to Use

30 Inches Wide	Postpaid	36 Inches Wide	Postpaid
5 yard roll.....	\$1.60	5 yard roll.....	\$1.65
10 yard roll.....	2.65	10 yard roll.....	2.75
15 yard roll.....	3.75	15 yard roll.....	3.95



**\$3.95** 15-YARD ROLL  
Post-paid  
36 inches wide

Filter the Sun's Life-Giving Rays into your Poultry Houses, Brooder Houses, Scratch Pens, Hot Beds, etc.



Prices Postpaid

## FARM REMEDIES at FARM PRICES

I Guarantee these Dependable Products

Keep Your Chickens and Turkeys Well With

### MAYWAY Poultry Wormer

How to Tell—Round worms and Tapeworms are two most serious. Birds affected appear droopy, lose appetite, are light weight, with pale comb and wattles, and ruffled feathers. Egg production falls.

**CAPSULES**—For individual treatment. Mayway Worm Capsules can be given by one person and helper to 350 birds an hour. Each is proper dosage for one bird. Goes directly to the intestines to kill worms. Will not make birds sick. Nearly ten million used in past 3 years by large breeders.

50 Capsules .....	\$1.00	250 Capsules .....	\$3.25
100 Capsules .....	1.50	500 Capsules .....	5.00

**LIQUID**—For Flock Treatment. Mix with mash according to directions on bottle.

Quantity	Grown Birds	or	Half-Grown Birds	Price
Pint .....	65	or	130	\$1.00
Quart .....	130	or	260	1.50
½ Gallon .....	260	or	520	2.75
Gallon .....	520	or	1040	5.00

### LIQUID HOG TONIC

Saves Hogs,  
Saves Money

LIQUID HOG TONIC wards off disease and puts sick and wormy hogs back in condition in record time. With flu and necro in many herds now and pneumonia liable to strike any time, you should be prepared to protect your herd with LIQUID HOG TONIC. Inexpensive to use. Full directions for feeding on each container. Carries our regular guarantee. F. O. B. Shenandoah.

**3 gal.** Treats 60 Hogs for 7 weeks **\$12**

1 Gallons.....	\$ 4.50
2 Gallons.....	8.75
5 Gallons.....	18.50

### POULTRY REMEDIES

#### Diarrhea and Coccidiosis Remedy

For Coccidiosis in chicks, adult fowls, turkeys, geese—and Diarrhea and intestinal diseases.

8 oz. Bottle, Postpaid **\$1.00**

#### ROUP REMEDY

For Roup, Colds, Catarrh, Canker, Chicken Pox, Brooder Pneumonia.

6 oz. Bottle, Postpaid.... **\$1.00**

1 Pint.....Postpaid **\$2.50**

1 Quart....Postpaid **3.50**

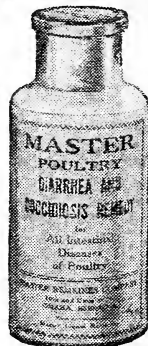


### MAYWAY BLOOD TONIC

Just ask for my Poultry Blood Tonic. Use 3 ounces for every 100 birds, as directed, and prevent or eliminate common poultry ailments, like chicken pox, diarrhea, etc. Increases appetite and egg production. Kills worm larvae in blood. Sold with my usual guarantee.

4-oz.....\$1.00 Postpaid 8-oz.....\$2.00 Postpaid

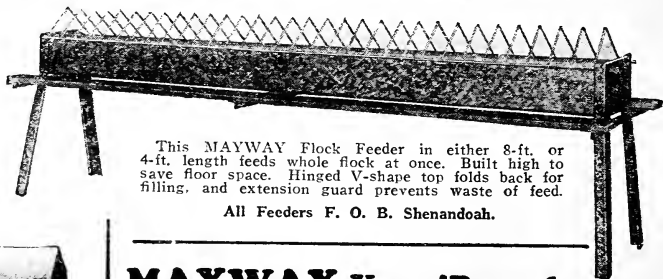
1-lb.....\$3.00 Postpaid



## Save Feed Money, and Chickens, with MAYWAY FLOCK FEEDERS

8-ft. Long—Feeds 62 hens at a time. Capacity 150 lbs. Weighs 65 lbs. Shipped knocked down. **\$7.95** 3 for \$22

4-ft. Long—Same construction as 8 ft. with flopping top to prevent roosting. Weight 25 lbs. **\$4.50** 3 for \$13



This MAYWAY Flock Feeder in either 8-ft. or 4-ft. length feeds whole flock at once. Built high to save floor space. Hinged V-shape top folds back for filling, and extension guard prevents waste of feed.

All Feeders F. O. B. Shenandoah.

### MAYWAY Giant Poultry Cafeteria

**\$8.95** 3 for \$25.50

Large capacity holds 150 lbs. mash, and feeds 75 to 100 hens. Rat and Vermin-proof. Knocked down; wt. 41 lbs.

Smaller Size, capacity 100 lbs. mash, 50 to 75 hens; wt. 25 lbs.; 3 for \$14.25. Each..... **\$4.95**



## MAYWAY Year 'Round Insulated Drinking Fountain

3-gallon, weight 16 lbs. **\$3.50**

5-gallon, weight 23 lbs. **\$4.25**

Heavy galvanized steel; heavily insulated base with dead-air space between inner and outer side walls. Keeps water at drinking temperature and won't freeze. Large drinking pan all around. Six or more hens can drink at a time. Automatic valve fills without spilling.

Write for my Big Farm Seed Book — out in December.



**May's  
DEPENDABLE  
FARM  
SEED**

## Here's a Fine Stack of New-Mown ALFALFA --- Isn't It?

This picture, taken July 24, 1929, shows just a part of my second cutting of alfalfa on my farm, cut on July 21st.

I thought I'd just go out and look it over, and the photographer caught me at it. Anyway, we had lots of hay. This second cutting, by the way, was just a month after the first cutting in June.



## You Can Have Big Crops, too, with My Farm Seeds at Farm Prices

Quality considered, I save you money on every order of farm seeds. My policy is to sell direct, so I buy right from the farmer in the seed-producing sections, and sell directly to you over KMA. I cut out the jobbers' and wholesalers' profit. That's your saving.

### I Save You \$2 to \$8 a Bushel

It is values like Mayworth Hardy Alfalfa and Mayworth Grimm that saved you \$2.00 to \$5.00 a bushel last year on alfalfa. After comparing my seeds with seed of equal quality, and figuring the savings at my prices, thousands of new customers as well as my old friends are now buying their Farm Seeds from me.

### Adapted to Soil, Climate and Pocketbook

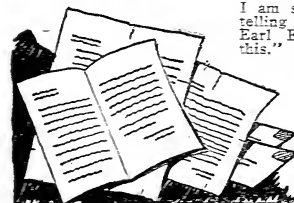
KMA reselected quality seeds and Mayworth seeds are ALWAYS adapted to this soil and climate as well as to your pocketbook. They are hardy and dependable and do grow. You want results—Mayworth seeds give best results—and at far lower than dealers' prices.

### Free BIG Samples and Information

I'm always glad to send you big samples of any of my farm seeds. If you have any problems about seeding or best crops to grow—I will be glad to answer your questions.

## What Others Are Doing

**LETTERS  
Like These  
TELL:—**



Otto Borth, Massena, Ia.: "When you said how good your Clover and Timothy seed was, I thought it could not be that good, but when I got it and looked at it, it was the finest seed I ever saw. I tested out as good as you said, and I think it has sold you 3 or 4 more orders, as I am showing it to my friends, and telling them they can get seed from Earl E. May. You can broadcast this."

Railley Steele, DeKalb, Mo.: "I am enclosing check for 3 bu. of your Yellow Blossom Sweet Clover. I compared your Sweet Clover seed samples with those of another well known seed house and found them much better." Ed Younits, Shenandoah, Ia.: "In spring 1928 I pur-

### TRIAL OFFER — I Take the Risk

Pick out the kind of seed you want. Order it at my risk. If it doesn't suit you in every particular, you can return it for a complete refund. That's fair enough isn't it?

### Complete Satisfaction Guaranteed

I guarantee your complete satisfaction with my seeds, or you have the privilege of returning them for full refund. Here are a few letters I've received this year about my seeds. Good seeds do produce satisfied customers:—

## With May's Farm Seeds

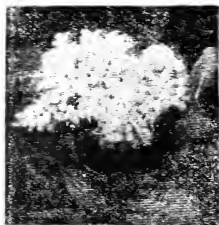
Chased from you 150 pounds White Blossom Sweet Clover, which I sowed 15 pounds per acre on 10 acres, with 15 bushels of oats per acre. I obtained 35 bushels per acre and got a perfect stand of sweet clover, from which I cut 12 big loads of fine sweet clover hay. In placing my order for 8 bushels of White Blossom Sweet Clover for sowing this spring, of course I am coming straight to KMA for this year's seed supplies."

W. M. Savage, Hamburg, Ia.: "Disc'd 4 acres and sowed oats one bu. to acre with seed from Earl May, and cross harrowed with spring tooth. Sowed May's alfalfa with cyclope seeder, brush harrowed and covered 14 inch. Cut the oats for hay when alfalfa was foot high and cut alfalfa for hay Sept. 1st. Got 7 loads oats hay, 6 loads alfalfa hay, and it looks fine now. I contribute this success to May's good seed."

A. A. Claffin, Webster City, Ia.: "Seed samples you sent can't be beat, all well filled and good color. Have 15 acres Sweet Clover fine stand from seed bought from you, last year."

Wm. Hoyle, Churdan, Ia., ordering 15 bu. White Blossom Sweet Clover seed, says: "13 bu. seed from you last year gave best stand I ever had, sowed 15 pounds to acre. Was sure satisfied, hence this order."

# Plant These Shrubs in October



**Cornus Siberica Red Twigged Dogwood.**

A lot of our friends have wanted to know whether they could plant other nursery stock besides Iris, Oriental Poppies, Hyacinths, Tulips and Peonies in the Fall. We are listing, below, twelve of the most popular flowering shrubs, in small and large sizes, that you can figure on planting this Fall.

This is our complete list of shrubs for Fall planting. If you send an order for other shrubs listed in my Spring Catalogue, that part of your order will be held until proper time for Spring planting.

We will start shipping shortly after October 15th and continue until 15th or 20th of November, depending on weather conditions. These shrubs will be dormant and you can plant them knowing they'll come through the winter successfully. All prices Postpaid.



## Two Old Familiar Favorites:

**SPIREA VAN HOUTTE, BRIDAL WREATH**—When in flower looks like a snow-bank.  
12"-18", \$1.40 per 10.  
18"-24", 25c; 2 for 45c; 5, \$1.00; 12, \$2.00.

**BARBERRY JAPANESE**—Does not carry rust. Too well known to need description.  
12"-18", 20c each; 4 for 65c; 12 for \$1.50.  
18"-24", 25c each; 4 for \$1.25; 12 for \$3.25.

## For Mass of Colorful Bloom:

**JAPANESE QUINCE (CYDONIA JAPONICA)**—Often called Firebush. When in full bloom looks like a blaze of fire. Early profuse bloomer.

**FORSYTHIA, GOLDEN BELL**—Upright grower with dark green leaves hanging on late. Branches covered in early spring with clusters of golden yellow flowers.

**SPIREA THUNBERGI**—One of earliest blooming. Fine cut foliage, lots of white flowers.

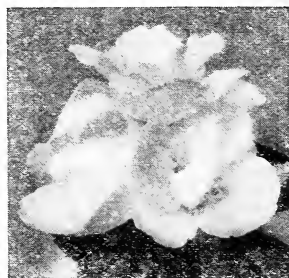
**RED BRIDAL WREATH (SPIREA BILLIARDI)**

Dense grower, blooms July, rich pink flowers.

Your choice of these four, All Postpaid:

12"-18", 25c each; 4 for 85c; 12 for \$2.25.

18"-24", 35c each; 4 for \$1.25; 12 for \$3.25.

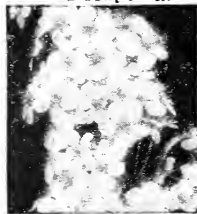


**SYRINGA, VIRGINAL**

Semi-double, fragrant flowers of pure white. Bush grows tall and compact. Almost everblooming. 12"-18", 40c each; 4 for \$1.35; 12 for \$3.75; 18"-24", 60c each; 4 for \$1.75; 12 for \$5.00. Postpaid.



**Golden Bell. Forsythia.**



**Spirea Arguta**



**Spirea Anthony Waterer; Red, Dwarf**

## Shrubs That Bloom in the Summer:

**DOGWOOD SIBERICA**—Coral red bark. White flowers in the summer, blue berries in the fall.

**HYDRANGEA, A. G., HILLS OF SNOW**—Large pure white flowers in June, as big as snowballs. Likes lots of moisture.

**HYDRANGEA, P. G.**—Grows 6 to 8 feet. Blooms August and September. Blooms white, then turn to bronze. Hangs on after frost.

**SPIREA, ANTHONY WATERER**—Everblooming red, dwarf.

**SPIREA CALLOSA ALBA**—The white dwarf. Blooms midsummer to fall.

All Prices Postpaid.

Your choice of these 5... 12"-18", 35c each; 4 for \$1.25; 12 for \$3.25.  
18"-24", 50c each; 4 for \$1.65; 12 for \$4.50.

## KMA 100% Popping Corn

If you have tried May's OH-SO-GOOD Popcorn you have tasted the best popcorn money can buy. If not you have missed a real treat. And it all pops too!

In zones 1, 2 and 3,

8 lbs. for.....

In zones 4 and 5,

7 lbs. for.....

All Postpaid

**\$1.00**

**\$1.25**



## Our Wizard Popper

**\$1.00**

**EACH**

POSTPAID

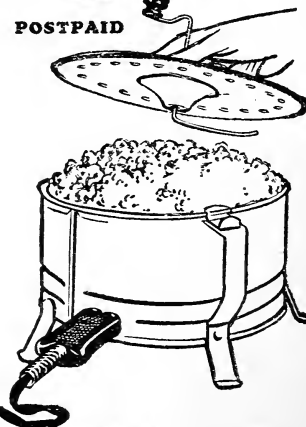
## Pop It With Electricity

The easy way! Just attach the plug to any light socket operating on 110 volts alternating current and eliminate standing over a hot stove to pop corn. Easy to use, sure and reliable.

With Cord and Plug  
**\$1.95 Postpaid**

**\$1.95**

POSTPAID



All my Spring Flowering Bulbs are sent postpaid.



# Low Prices to Flower Lovers



JUST sit down and write out your order for one of those five foot tulip beds (100 Rainbow Darwins for \$2.75) and add a few singles that bloom about two weeks earlier than the long stemmed Darwins and you will have a tulip bed which will make you the envy of every woman in town.

But be sure and get your order in early though, because at these prices our bulbs aren't going to last long this fall. As usual I will be able to make delivery on your tulips about the 20th of September and I expect to ship my peonies a week earlier and until ground freezes.

## Giant Darwin Tulips

**25 bulbs for 95c** postpaid

Per 5, 30c; per 10, 45c; per 100, \$2.95; Postpaid.

Make up your own assortment at my remarkably low price for big bulbs from these 15 popular named varieties.

**BARTIGON.** Dazzling scarlet; strong stem.

**BARONNE DE LA TONNAYE.** 26 inches. Vivid pink.

**CLARA BUTT.** 20 inches. Apple blossom pink.

**DREAM.** 25 inches. Large lilac blossoms with blue base. Inside deep violet.

**FARNCOMBE SANDERS.** 25 inches. Rich, deep, rosy red with distinct white base. Perfect shaped flowers borne on long stems.

**INGLESOMBE YELLOW.** Rich yellow; large solid flower.

**LA TULIP NOIRE.** (The Black Tulip.) Best of all Black Tulips.

**MME. KRELAGE.** Bright lilac-rose.

**MRS. POTTER PALMER.** 26 inches. Bright purplish violet.

**PAINTED LADY.** A popular variety, creamy white with a lavender tint at the base.

**PRIDE OF HAARLEM.** 23 inches. Carmine-red. An enormous flower with blue base. Fragrant. The largest tulip.

**REV. H. EW BANK.** 20 inches. Vivid heliotrope-lilac, lightly bordered. Early; one of the best.

**WHITE QUEEN.** White passing to pink.

**ZULU.** 27 inches. Rich, velvety, black-purple color.

**VALENTE BLUE.** A light blue with electric blue center. Fine forcer.

## Plant Peonies This Fall

Your Choice 50c each; 3 for \$1.25

**ANDRE LAURIES.** late; Dark Rose.

**ALBA FLORA.** early; White.

**CHINESE WHITE.** midseason; large White.

**DUCHESS D'ORLEANS.** midseason; brilliant Pink.

**FRAGRANS.** late; fragrant; Dark Red.

**COURONNE D'OR.** late; White, yellow center.

**EDULIS SUPERBA.** Decoration Day Pink.

**FULGIDA.** late; Red, silver tipped.

**FLORA TREASURE.** midseason; Lavender-pink.

**QUEEN VICTORIA.** midseason; White.

**FESTIVA MAXIMA.** early; White, crimson markings.

**MME. DE VERNEVILLE.** early; White, fragrant.



## DOLLAR PEONY COLLECTION

These are good varieties, not named, labeled as to color, healthy 3-year roots, all having 3 to 5 eyes.

Your choice of Red, White, or Pink. First quality, lowest price; postpaid. **3 for \$1.00**

My choice of varieties unlabeled; postpaid ..... **4 for \$1.00**

## BIG THREE PEONY COLLECTION

Three different colors—Red, White and Pink. Three big vigorous roots of these popular named varieties delivered for only **\$1.50**

Here they are:

**FESTIVA MAXIMA**

**FELIX CROUSSE**

Best white grown. Fragrant. I like this red best of all.

**EDULIS SUPERBA**

Cream of the pinks.

## May's Giant Darwin Tulip Mixture

Your choice of 15 varieties; separately named at left.

**25 Bulbs for 95c**  
**100 Bulbs for \$2.95**  
Postpaid

## My 5 ft Rainbow Bed Assortment

My own mixture, of all colors; unnamed varieties.

**100 Bulbs for \$2.75**  
Delivered

**35 Bulbs for \$1.00**  
Delivered

## Single Tulip Collections

Here's a choice collection I have made up of popular colors of early flowering single tulips, all named.

**5 Each of 5 Varieties:**

**Cramoisi.** Brilliant, red.

**Duc De Berlin.** red and yellow striped.

**Rose Gris-De-Lin.** pink.

**White Swan.** white.

**Yellow Prince.** yellow

**25 Bulbs \$1.15**  
for **1** Post-paid

## Double Tulip Collection

**5 Each of 5 Kinds:**

**Couronne D'Or.** orange yellow.

**La Candeur.** white.

**Murillo.** pink.

**Rubra Maxima.** deep red.

**Tournesol.** red and yellow.

**25 Bulbs \$1.15**  
for **1** Post-paid

## Collection of Old English Cottage Tulips

**5 Each of 5 Kinds:**

**Elegance.** crimson.

**Inglescombe Pink.** pink.

**Isabella.** cream colored.

**Sunset.** yellow.

**The Fawn.** greyish-rose.

Separately Labeled

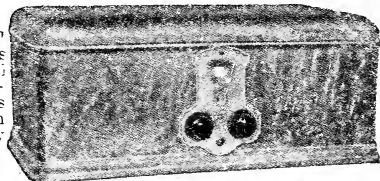
**25 Bulbs \$1.00**  
for **1** Post-paid

# May's Guaranteed Radios

## Now — A Mayola Designed for Farm Use 6-Tube MAYOLA RADIO RECEIVER

**Battery Operated — Single Dial**

Here is a powerful receiver that will bring the Farm home all the pleasure and benefit of better radio reception. Either in this Table model or the beautiful Console shown below. This wonderful 6-tube set will give you long range pick-up that brings in a station at practically every point of the dial and selectivity that allows each station but one point. This new Mayola has 3-stage, high-gain radio frequency amplifier giving remarkable performance at low operating cost. It is easy on your batteries.



**SIX TUBES—IN CONSOLE OR TABLE SET**

### Handsome New Table Model

R 630—Set only without equipment of tubes and speaker. Cash price F. O. B. Shenandoah.....

**\$36<sup>50</sup>**

[Without Equipment]

R 665—Complete with improved Drum Type Loud Speaker; 120-ampere-hour "A" Battery; 3 heavy duty 45-volt "B" batteries; two 4½-volt "C" Batteries; five 201A Tubes; one 112A Power Tube; Aerial and Ground. Cash price, F. O. B. Shenandoah .....

**\$67<sup>50</sup>**

[Complete Equipment]

### BEAUTIFUL NEW CONSOLE MODEL

R 670—Set only without equipment, tubes and speaker. Cash Price F. O. B. Shenandoah.....

**\$63<sup>35</sup>**

[Without Equipment]

R 675—Complete with 120 ampere-hour "A" Battery; 3 heavy duty 45-volt "B" Batteries; two 4½-volt "C" Batteries; five 201A Tubes; one 112A Power Tube; Aerial and Ground. Cash price, F. O. B. Shenandoah.....

**\$83<sup>75</sup>**

[Complete Equipment]

**Sold On 10-Day Trial — Easy Terms If You Wish**

All my Mayola Radio Receivers are shipped subject to your ten-days trial and approval. If interested in my easy payment plan, write for full information. A small down payment brings a new Mayola to your home. Try it out for ten days and I know exactly what your decision will be.

## All Electric 7-Tube MAYOLA Receiver

**TABLE MODEL — Handsome Gold Finish**

Everything you want in a radio receiver—full, well rounded tone; accurate volume control; selectivity that separates stations and eliminates interference; plenty of volume for distant stations.

This set operates on any 110-volt, 60-cycle alternating current. Not for operation on direct current or Farm Light plants.

R 720—Set Only without equipment of tubes or speaker. Cash price.....

**\$41.50**

R 725—Complete with four 226 AC Amplifier Tubes; one 227 AC Detector Tube; one 171A Power Tube; one 280 Rectifier Tube; Drum Type Loud Speaker; Aerial and Ground. Cash price.....

**\$59.00**

Prices are F. O. B. Shenandoah



**Makes Your Set More Sensitive**

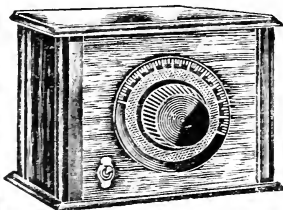
### KMA RADIO TRAFFIC COP \$6.00

R 370—A selective tuning device equivalent to another tube on your set. Tunes antennae circuit, eliminates interference, and brings out volume of distant stations.

Works opposite from old wave trap. Instead of trapping out unwanted station, traps in station you want.

Recommended for single dial sets—Atwater-Kent, Radiola, Majestic, Kolster, etc.

Try it for ten days and if it doesn't improve performance of your radio I'll refund your money. Just connect it to your aerial and ground and tune in.



*For best results with Mayola Receivers use KMA Radio Tubes. See Page 22.*

# The MOST POWERFUL Popular Priced Radio on the Market Today

## My 8-Tube MAYOLA All-Electric Console Model

At Last—Here is a powerful receiver including the latest radio engineering developments, at a popular price within reach of all.

Note these new features:

Four stages of high-gain radio frequency amplification using the super-sensitive 227 heater type tube—a tube formerly used only as detector. Latest radio developments allow use of this tube in all sockets with result of greatly increased range and volume. No hum in this new Mayola. Push-pull amplification with the new 245 power tube, reproduces without distortion, either at low volume for home reception or with sufficient volume to entertain the neighbors.

This set may be operated either with outside antenna, short indoor aerial, or light socket connection.

### Equipped with Super-Dynamic Loud Speaker

**The Cabinet**—Beautiful, well proportioned two-tone walnut cabinet, with open arch front, and walnut control knobs to match. Especially constructed to bring out full resonant tone quality of the powerful Dynamic Speaker. The controls are at a convenient height to operate from a sitting position.

R 820—Set only **\$83.50**  
without tubes,  
Cash Price

Sold on ten day trial. Try it out in your own home, if it doesn't do more than we say, return it for full refund.

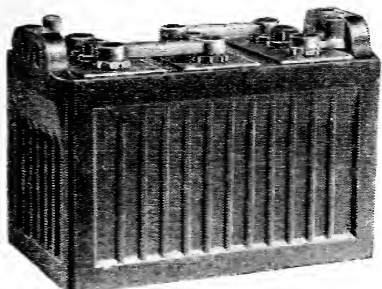
R 825—Complete **\$99.50**  
with five 227 Tubes;  
two 245 Power Tubes;  
one 280 Rectifier  
Tube; Aerial and Ground.

Cash Price.  
Prices F. O. B. Shenandoah.



A small down payment brings this Mayola Receiver to your home. Write us for full particulars on our easy payment plan.

## New Low Prices on My Big 200-Hour KMA "A" Batteries



### 20-Plate Size—Cuts Re-charging Bills in Half

Direct factory connections and large quantity purchases allow us to again reduce prices on our guaranteed storage batteries. Remember, all KMA batteries are built in genuine hard rubber case, from which acid can't leak out, and that will stand years of service. Genuine Port-Orford cedar, vertical grain separators used. Double power plates give extra capacity and long life that has made thousands of friends for KMA Batteries.

### The Best Storage Battery for Farm Radios

My Super-Power 200-ampere-hour "A" Battery is a big, husky battery that is a general favorite, and especially recommended for farm use where batteries must be taken to town for re-charging. It saves a lot of extra trips to town, cuts your charging bills in half—as well as giving you longer continuous use of your radio.

### THIS 200-AMP.-HOUR KMA "A" BATTERY

R 200—This big battery has 20 plates to a cell—the most powerful "A" battery yet developed for ordinary use. Extra heavy construction gives long life, and its enormous capacity cuts the need for charging in half. Guaranteed for two years. Shipped fully charged and ready to use. F. O. B. Shenandoah. **\$11.95**

### OTHER KMA "A" STORAGE BATTERIES

Radio "A" batteries all guaranteed to give two years of satisfactory service. All fully charged, crated and ready to use as received. Prices F. O. B. Shenandoah.

R 120—100-120 ampere-hour "A" battery.....	\$ 7.45
R 150—140-150 " " " "	\$ 8.65
R 175—160-175 " " " "	10.65

## Automobile Batteries

Guaranteed for 2 years Service

Batteries that start your car on cold winter mornings. Double power plates and genuine Port-Orford cedar separators give increased power and performance. Genuine hard rubber cases insure long life, free from trouble. F. O. B. Shenandoah.

R 13—13 plate; for light cars, Ford, Chevrolet, Whippet, etc. **\$7.45**

R 15—15-plate; for Studebaker, Hudson, Buick, new Dodge, etc. **8.65**

R 12—12 volt; for older Dodge..... **9.45**

## My Leader Storage Battery

A special value on an 11-plate battery of sturdy construction; genuine hard rubber case; guaranteed to give at least 18 months satisfactory service. A real buy for a guaranteed car battery. Fully charged and ready to use as received.

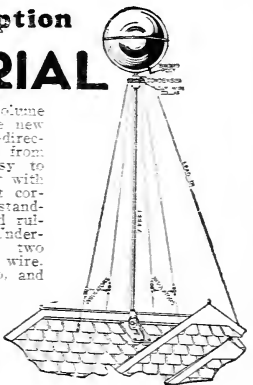
R 11—11-plate; crated, F. O. B. Shenandoah..... **\$5.95**

## Better Radio Reception

## BALEW AERIAL

This aerial gives increased volume and selectivity, especially for the new all-electric receivers. It is non-directional, so gives equal reception from all points of the compass. Easy to install on any building; goes away with unsightly mast or poles. Doesn't corrode or tarnish. Complies with standard of National Electric Code and ruling of National Board of Fire Underwriters. Comes complete with two lengths of conduit pipe, lead-in wire, guy wire, insulators, ground clamp, and all needed parts.

R 70—Complete with all material and instructions for erecting. F. O. B. Shenandoah. **\$4.95**  
value for .....



See my greatest "Mayola" Radio Receiving Set shown on back cover.

# KMA Radio Tubes

*A Double Service Tube at  
No Increased Cost*

## GUARANTEED for 1 Year

Here are Radio Tubes for all kinds of receiving sets. Notice how low my prices are on these double-service KMA Tubes.

Some people still ask for Radiotron Tubes so we are listing them at postpaid prices. These nationally advertised Tubes are first class and should give good service. We recommend KMA double-service Tubes because they are guaranteed for one year.

KMA Radio Tubes are built in a large, up-to-date radio factory where our own rigid specifications for high quality are maintained.

If any KMA Tube fails to give good reception for one year, I will replace it free of charge, providing it has not been burned out or short-circuited accidentally.



## KMA Radio Tubes KMA Radio Tubes

### For Battery Sets

ALL POSTPAID

**TYPE 201A**—Regular tube for sets operated on storage battery, interchangeable with type CX-301A. Base (C)—See below.

**R-1200—KMA Type X-201A**.....\$ .80

**R-1201—Radiotron UX-201A**.....1.40

**TYPE 200A**—Special Detector tube, brings in weak and distant stations better. Use one in detector socket of your battery set. Requires no additional battery. Base (C) see below.

**R-1205—KMA Type X-200A**.....\$1.67

**R-1206—Radiotron, UX-200A**.....3.50

**TYPE 112A**—Power tube for battery sets. Takes very little more battery and gives better volume and tone. Base (C)—See below.

**R-1210—KMA Type X-112A**.....\$1.67

**R-1211—Radiotron type UX-112A**.....2.50

**TYPE X-199**—Long prong base, three-volt dry cell tube. Base (B)—See below.

**R-1220—KMA Type X-199**.....\$1.25

**R-1221—Radiotron UX-199**.....2.00

**TYPE V-199**—Short-prong base, three volt dry cell tube. Base (A)—See below.

**R-1215—KMA Type V-199**.....\$1.25

**R-1216—Radiotron UV-199**.....2.25

**TYPE 11**—1-volt dry cell tube, used mostly in older Radiola 111 and 111A receivers. Base (D)—See below.

**R-1225—KMA Type D11**.....\$1.25

**R-1226—Radiotron WD-11**.....2.50

**TYPE D-12**—1-volt dry cell tube, large base, fits standard socket. Base (C)—See below.

**R-1230—KMA Type D-12**.....\$1.25

**R-1231—Radiotron WD-12**.....2.50

**TYPE X-120**—Dry cell power tube 3-volt filament, used mostly on Radiola sets 20, 25 and 28. Base (B)—See below.

**R-1222—KMA Type X-120**.....\$1.50

**R-1223—Radiotron UX-120**.....2.50

## KMA Radio Tubes

### For A. C. Electric Sets

ALL POSTPAID

**TYPE 226**—AC Amplifier tube, 1½ volt filament. Base (C)—See below.

**R-1235—KMA Type X-226**.....\$1.39

**R-1236—Radiotron UX-226**.....2.00

**TYPE 227**—5-prong Detector tube KMA Y-227 guaranteed exceptional volume and long life; heats quickly.

**R-1240 KMA Type Y-227**.....\$1.98

**R-1241—Radiotron UY-227**.....3.00

**TYPE 171A**—Power tube, 5 volt filament, (also used on battery sets with 22½-volt "C" battery). Base (C)—See below.

**R-1245—KMA Type X-171A**.....\$1.67

**R-1246—Radiotron UX-171A**.....2.50

**TYPE 245**—Power tube for new Mayola all-electric, for enormous volume with perfect tone. 2½-volt filament. Base (C)—See below.

**R-1250—KMA Type X-245**.....\$2.39

**R-1251—Radiotron UX-245**.....3.50

**TYPE 224**—Screen Grid AC tube, high amplification, for Mayola DeLuxe Console (see back cover). 5-prong base, special connection on top. Only for specially designed sets.

**R-1255—KMA Type Y-224**.....\$2.95

**R-1256—Radiotron UY-224**.....4.00

**TYPE 280**—Full wave Rectifier tube, double filament. Base (C)—See below.

**R-1260—KMA Type X-280**.....\$2.39

**R-1261—Radiotron UX-280**.....3.50

**TYPE 281**—Single wave Rectifier tube. Base (C)—See below.

**R-1265—KMA Type X-281**.....\$3.98

**R-1266—Radiotron UX-281**.....7.25

**TYPE 210A**—7½-watt Power tube used on some c'dest sets and some loud speaker systems. Base (C)—See below.

**R-1270—KMA Type X-210A**.....\$4.50

**R-1271—Radiotron UX-210A**.....9.00

**TYPE 250**—Power amplifier tube used in some AC sets. Base (C)—See below.

**R-1275—KMA Type X-250**.....\$5.50

**R-1276—Radiotron UX-250**.....11.00



### SHOWING DIFFERENT TUBE BASES

The arrangement of prongs and shape of base identifies the kind of tube your set requires.

(A) Dry Cell Tube. (Old Type). 4 short, equal size prongs on long base, for older-type sets.

(C) Battery and AC Tube. For storage battery operated or all-electric sets. 2 thick, 2 thin long prongs. Replaces old UV base with shorter prongs.

(B) Dry Cell Tube. Prongs same as (C) but different base.

(D) Dry Cell Tube. Base as (B) but 1 thick, 3 thin long prongs.

## How Long Has YOUR Radio Set Been Silent—?

Radcliffe, Ia., July 22, 1929.

Dear Friend Earl: Received your catalog Saturday and woke up with a start. We have not had our radio in running order for 4 or 5 months, and receiving your catalog reminded us so strongly of the good music and fun you have down there that we could hardly wait to send to you for some new batteries. We are anxious to hear you and your entertainers, for they are the best.

(Signed) ODIE M. LENNING.

Get New Batteries and Tubes Now!

*Tune in on KMA every day for the best there is in Radio Entertainment.*

# KMA Radio "B" Batteries

## Give You More Service for Less Money

### Tests Prove It

There is a  
KMA  
Battery  
for Every  
Set



I can supply the battery you need for your radio, whatever its size. If you have a 2 or 3-tube set, use my KMA Standard "B" Battery. My "Jumbo" Heavy Duty Battery is the one for your 4 to 6 tube set. But if your set has six or more tubes, the big Square-Cell "Giant" will give you best results at lowest cost.

## KMA HEAVY DUTY "Jumbo" "B" Battery

**45-Volt—For 4 to 6-Tube Radios**

Our Jumbo Heavy Duty Type battery has been a favorite for over 3 years. It is of finest round cell construction, with heavy zinc cells, triple-sealed, to retain all long-life-giving elements. Balanced construction converts all the active chemical elements into useful current.

R 484—Shipping weight, 13 pounds.

**Now Only \$2.75 Each**  
**2 for \$5.00 3 for \$7.50**

KMA batteries have wonderful recuperative power. They regain voltage when not in use, adding many more hours of service than most other batteries.

**NOTE:** All Battery prices postpaid in zones 1, 2 and 3. For shipment to zone 4, add 25c per battery additional postage.

## Standard "B" Battery

**45-Volt, Round Cell Type**

KMA Standard 45-Volt "B" Battery is suitable for two and three tube sets. It has the same high quality construction and materials as used in our larger batteries.

R 242—Shipping weight 10½ pounds.

**\$1.89 Postpaid Each**

**Two for \$3.57**

## KMA "C" Batteries

KMA "C" batteries are necessary on most sets to balance the load on the "B" batteries.

R 131—22½-volt combination "B" and "C" battery, postpaid, each.....

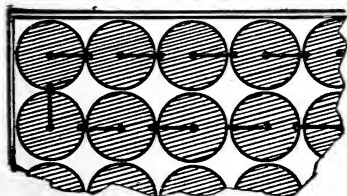
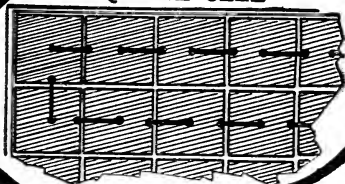
**98c**

R 121—4½-volt "C" batteries, postpaid, each .....

**35c**

## KMA "GIANT" SQUARE CELL

**SQUARE CELL**



**This shows** how every inch of space inside my "Giant" Square-Cell Battery is used for current producing material as compared with the waste space between cells of the round cell type.

## Super "B" Battery

**Is ALL Current — 45-Volt**

My KMA "Giant" square-cell Super "B" Battery doesn't have a bit of waste space inside the case. It's crammed full of active current-producing material, and delivers as much service as a round-cell battery many times its size.

This is the powerful type of battery that runs the big amplifiers for KMA broadcasting.

These Super B Batteries are just the thing for the bigger sets, especially those using 6 tubes or more. This is the battery that runs the big amplifiers on our broadcasting equipment. Repeated tests show it is the only battery that will give real service on this extra heavy load.

**Use KMA "Giant" for your 6-Tube Sets or Larger**

R 990—Shipping weight, each 17½ pounds.

**\$3.25 Postpaid Each**

**Two for \$6.35 Three for \$9.25**

All KMA Batteries come to you securely packed for safe shipment, complete and ready to run as soon as you unpack them.

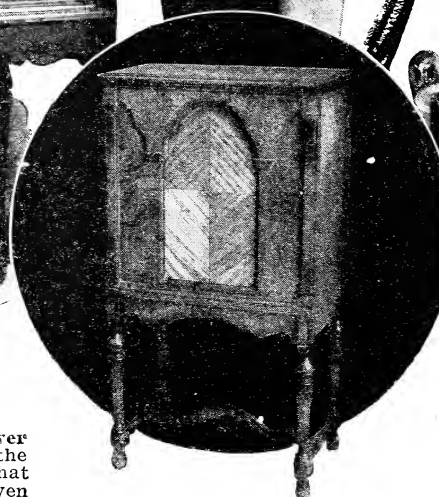


# My Greatest MAYOLA

Nine Tube *All* ELECTRIC  
New SCREEN GRID TUBE

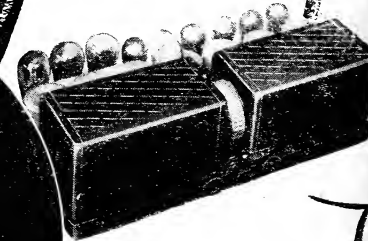
SUPER DYNAMIC SPEAKER

\$ **118** <sup>50</sup>  
WITHOUT TUBES CASH PRICE



**How Users Like It—**  
"My new Mayola certainly works to perfection. It can't be beat for clear tone quality and reception. Its selectivity cuts interference better than many sets at \$50 to \$100 more."  
E. S. Fredell.  
Stanton, Ia., R. F. D.

**To Hear It Is To Want It—**  
"I just visited J. C. Bowers, of Omaha, who has one of your radios, and I am certainly delighted with it. Ship me one of your Mayola AC Consoles by express." Edward Betlach, Omaha, Neb.



## A Wonderful Radio.

Experts say they have never seen its equal. So great is the power of this New Mayola that it operates to full volume even on a short inside antennae. The new Screen Grid tube multiplies the sensitiveness many times without bringing in interference and disturbing noises that used to bother distant reception.

**Handsome Console.** Handsome walnut Console cabinet in two-tone finish with Maple overlay. Beautifully matched sliding doors cover the panel. Hand rubbed piano finish throughout.

**Additional Features:**—By using an electric pick-up on your Phonograph you can reproduce a phonograph record through the Dynamic loud speaker of this Mayola and get the deep, resonant tone quality of the very best electric phonograph. Handy adjustment for either local or long distant reception.

**Sold on Approval.** My Mayolas are sold subject to your approval on ten days trial. Compare this new Mayola with other sets costing \$50.00 to \$100.00 more, and then you will fully appreciate this remarkable value. Yes, I'll sell it on easy terms, too. A small down payment brings this Mayola to your home. Write for my new Radio Catalog and easy payment plan.

**Chassis**—Note the sturdy construction of the New Mayola's chassis with completely shielded tuning unit. Licensed under RCA and Hazeltine Neutrodyne patents. All latest features: New Screen Grid tube; Power detection for volume without distortion; New Type 245 power tube; Super - Dynamic Loud Speaker.

**NOTE**—This Mayola will operate from any source of 110-volt, 60-cycle alternating current, but not on direct current lines or farm lighting plants.

## PRICES

**R-1040—9-Tube Console,** set only with built-in Super-Dynamic Speaker, without tubes. Shipping wt. 125 pounds. Cash price F. O. B. Shenandoah, ..... **118.50**

**R-1050—9-Tube Console,** complete with Five 226 tubes, one 224 Screen Grid tube, two 245 power tubes, one 280 rectifier tube, complete aerial and ground equipment, built-in Super-Dynamic Speaker. Shipping wt. 135 lbs. Cash price, F. O. B. Shenandoah, **\$133.50**